



Committee called to order by Heather Leavell, Co-Chairman, on October 11, 2011 at 7:15 p.m.

Members present: Jackie Bates, Sarah Burks, Co-Chair, Arthur Bush, Roly Chaput, Heather Leavell, Co-Chair, James McGough, Trustee Emeritus, Paul McGaffigan, Treasurer, Terry Shaoul, Recording Secretary, Aimee Taberner, Co-Chair, Geraldine Tremblay.

Absent Members: Dan Johnson, Christine Sharbrough. Advisors and Guests: Chuck Luca, Elisabeth Taylor .

**Minutes of September 13, 2011** - Tabled until next month.

**Treasurer's Report** - P. McGaffigan distributed the Treasurer's Report. Art on the Green did very well. We received a \$100 donation from Richard Bowler toward a new sign. H. Leavell made motion to accept the Treasurer's Report. S. Burks second. Unanimously approved. Bills - P. McGaffigan have bill from Willis Insurance in the amount of \$1,000. S. Burks recommend that the Corporation pay Willis Insurance the amount of \$1,000. G. Tremblay second. Unanimously approved.

**Communications** - J. McGough received a note from Barbara Darling, thanking us for the Wellesley College Alumni visit and enclosed a donation of \$200. S. Burks drafted letter to the Arlington Rotary. Also S. Burks would like to see the description in the AAA tour book revised. C. Luca received thank you note from Linda Shoemaker, Arlington Center for the Arts. They enjoyed Art on the Green and would like to do it again next year. T. Shaoul submitted letter to Town Planning Department to reserve 2012 meeting dates.

**Fundraising** - Fall appeal letter ready to go for November. Need to focus on cultivating individual and corporate giving. H. Leavell, S. Burks, D. Johnson and E. Taylor will report back next month. Discussion ensued as to possible future fundraising efforts.

**Volunteer** - J. McGough distributed the volunteer report to the Trustees. J. Bates reported that last October we had 717 people visit the museum. As of October 2011 we had 869 visitors. Only 49 had re-visited. Elisabeth Taylor is volunteering to be a docent. E. Taylor knows of a site like Constant Contact that is free for non-profits. Discussion ensued as to ideas on how we can cultivate new docents. G. Tremblay suggested Mary Villano is in charge of Community Service for the High School. E. Taylor will call. S. Burks made motion to accept Volunteer Report. G. Tremblay second. Unanimously approved.

**150th Anniversary** - The North End event is still not set as of this moment. Working on it. Suggestions for advertising events. Suggested Suzanne Pekow has media connections. Need to have possible dates for B. Shure behind the scenes tour and fundraiser. C. Luca suggested that Art Institute of Boston could make a banner for the 150th.

**Art on the Green** - C. Luca reported we had a really good group of vendors. We were limited to 22 spaces. C. Luca sends out letter afterward for feedback. All of it good. Some of the vendors said they would like to donate gifts as part of the raffle next year. Next year Town Day will be held on September 15, 2012 with a rain date of September 22, 2012.

**Sign** - H. Leavell introduced an Identity Project that Art Institute of Boston Marketing Class would donate time to work on the project for us. Discussion ensued. Lots of ideas. Need more thought. S. Burks reported contacted United Sign - put it on hold for now. Asked about temporary sign possibilities. Has not received information yet. H. Leavell made motion to pre-approve up to \$500 to have a temporary sign replace the current one on the existing frame. T. Shaoul second. Unanimously approved.

**Collections** - Nothing to report.

**Marketing** - H. Leavell reported Marketing Professor from Art Institute of Boston, Rick Rawlins, (won NEMA awards) next few classes will help us. We are hoping they could help produce a brochure/rack card.

**New Business** - It was suggested we re-join the Chamber of Commerce. A. Taberner made motion to approve up to \$150 in advance to rejoin the Arlington Chamber of Commerce. H. Leavell second. Unanimously approved.

Meeting adjourned at 9:25 p.m

Terry Shaoul,  
Recording Secretary